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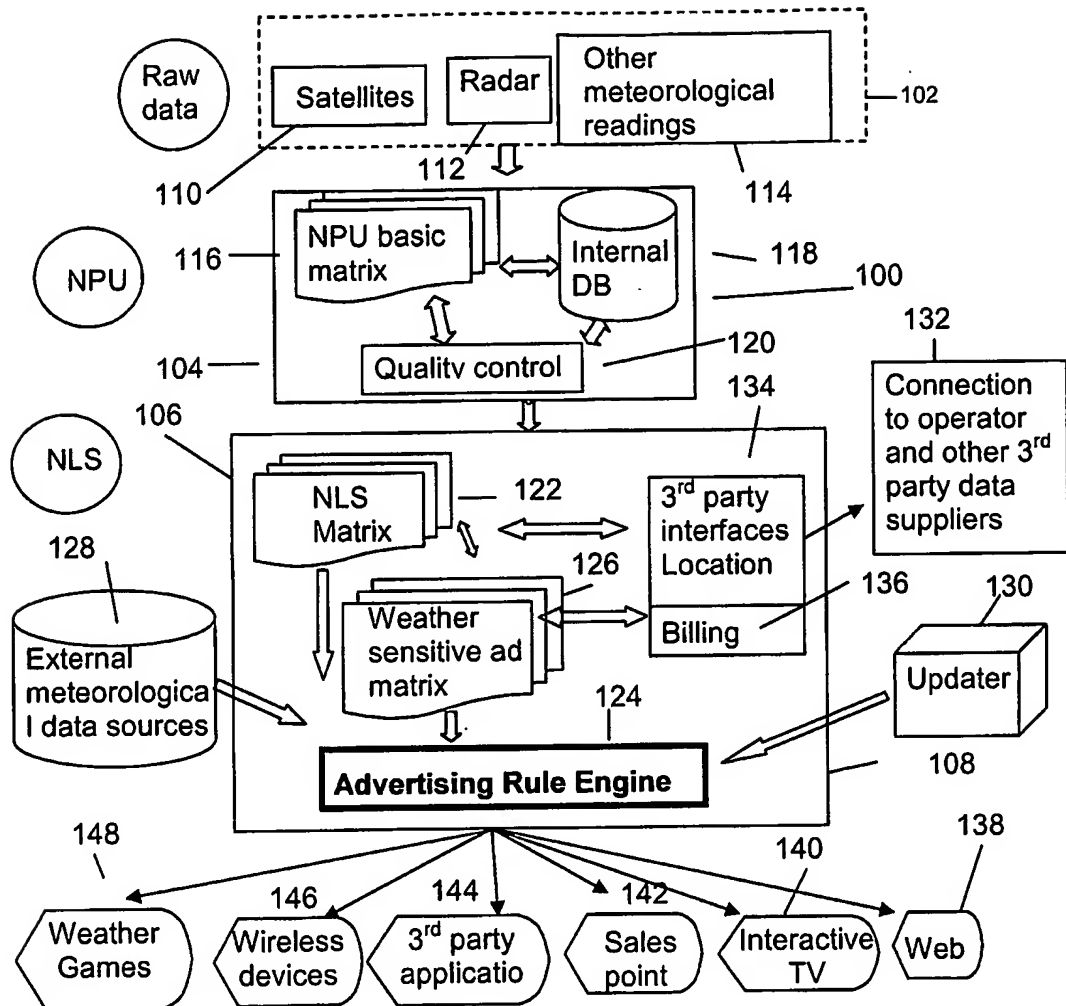
Fig 1

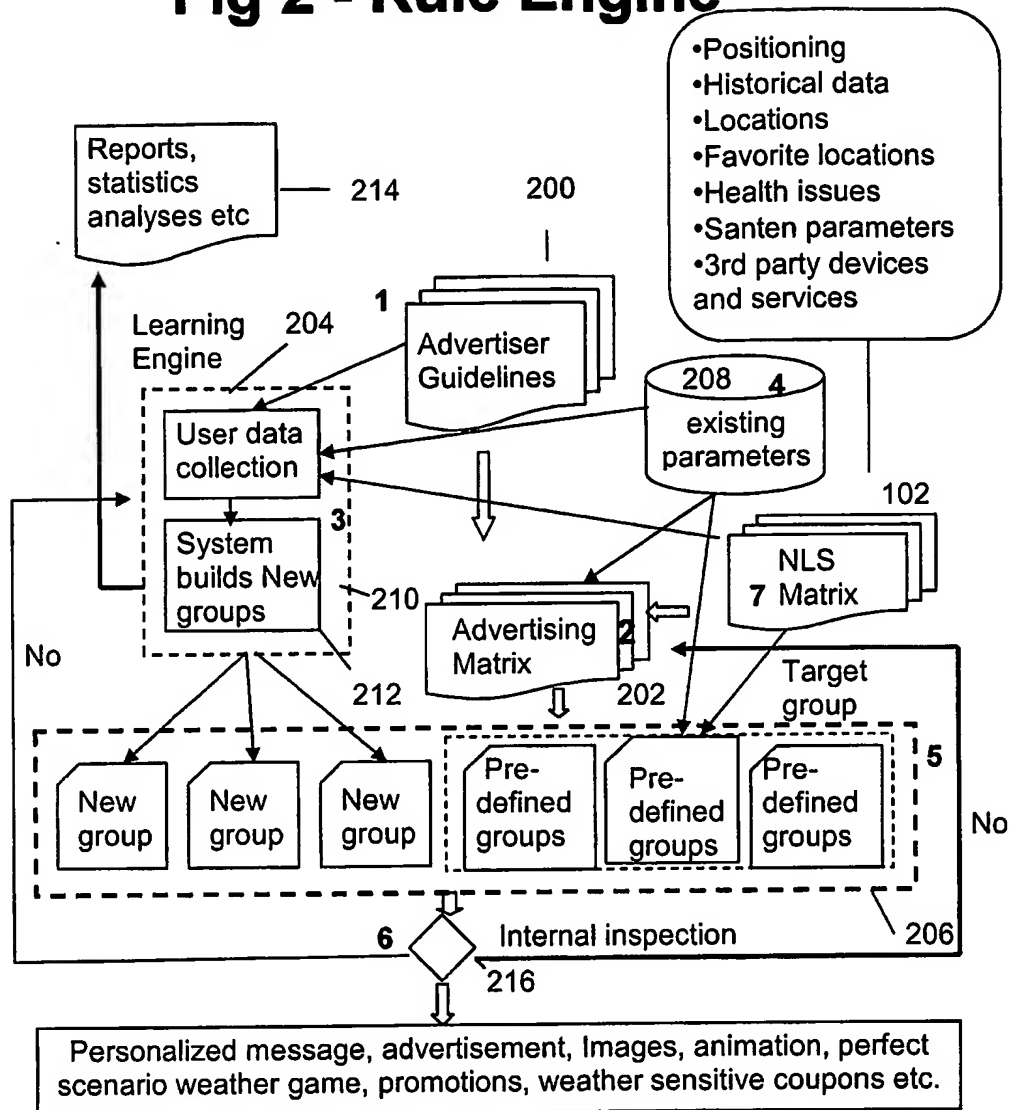
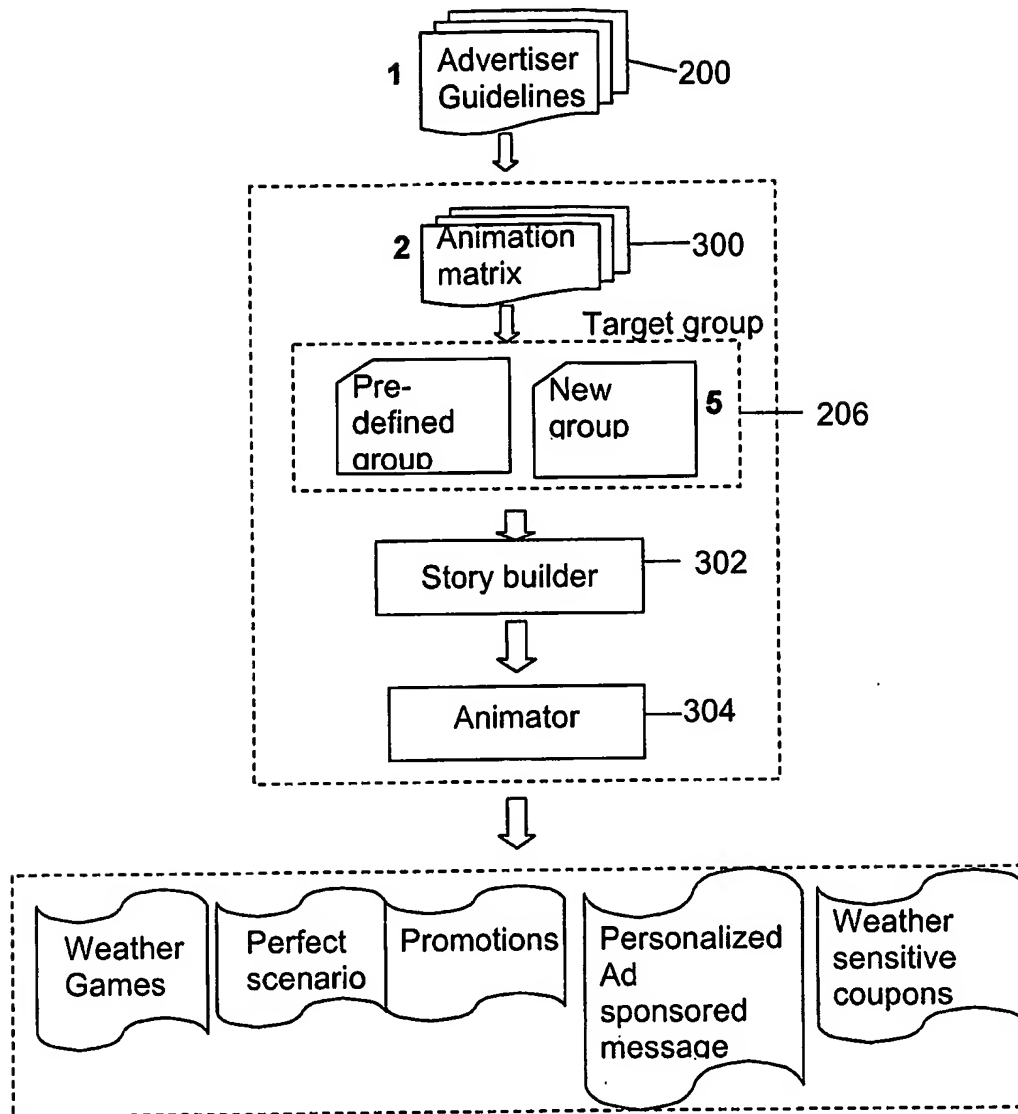
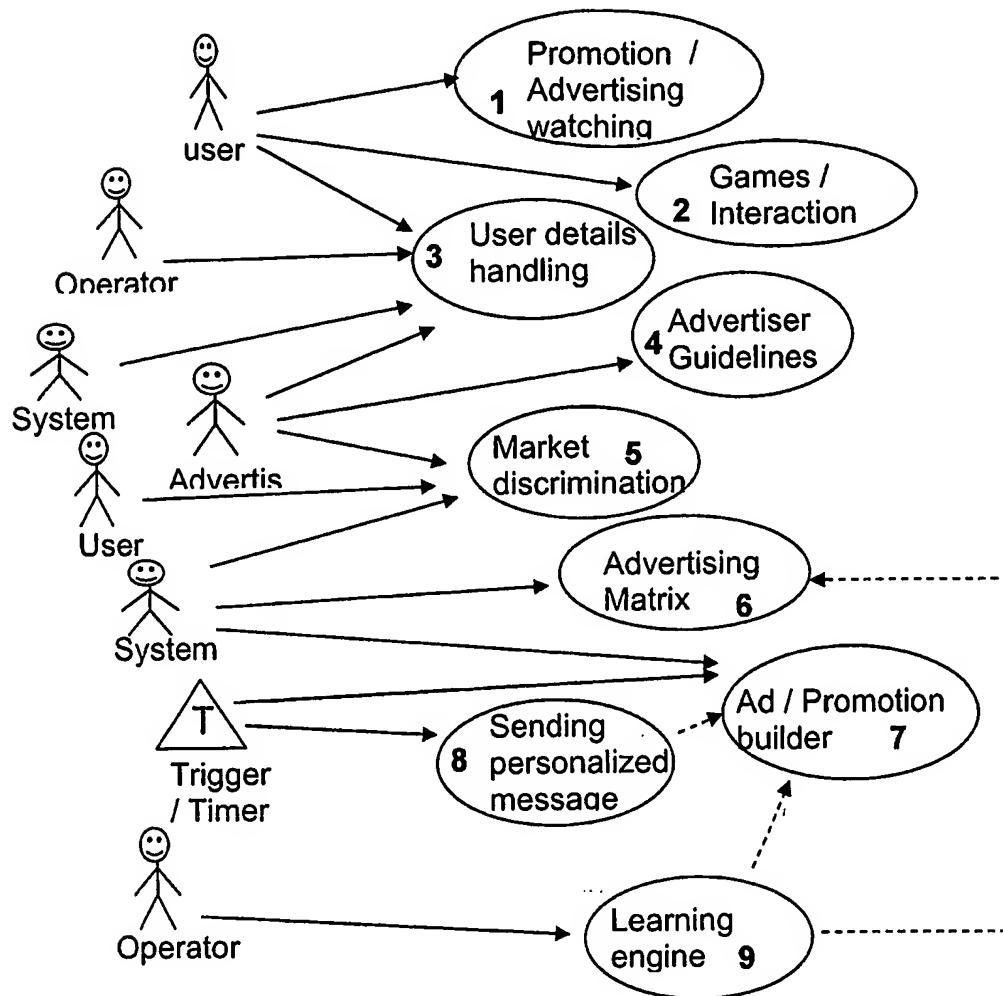
Fig 2 - Rule Engine

Fig 3 - Advertising matrix



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Fig 4 - Rule Engine diagram



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Fig 5 - Ad / Promotion

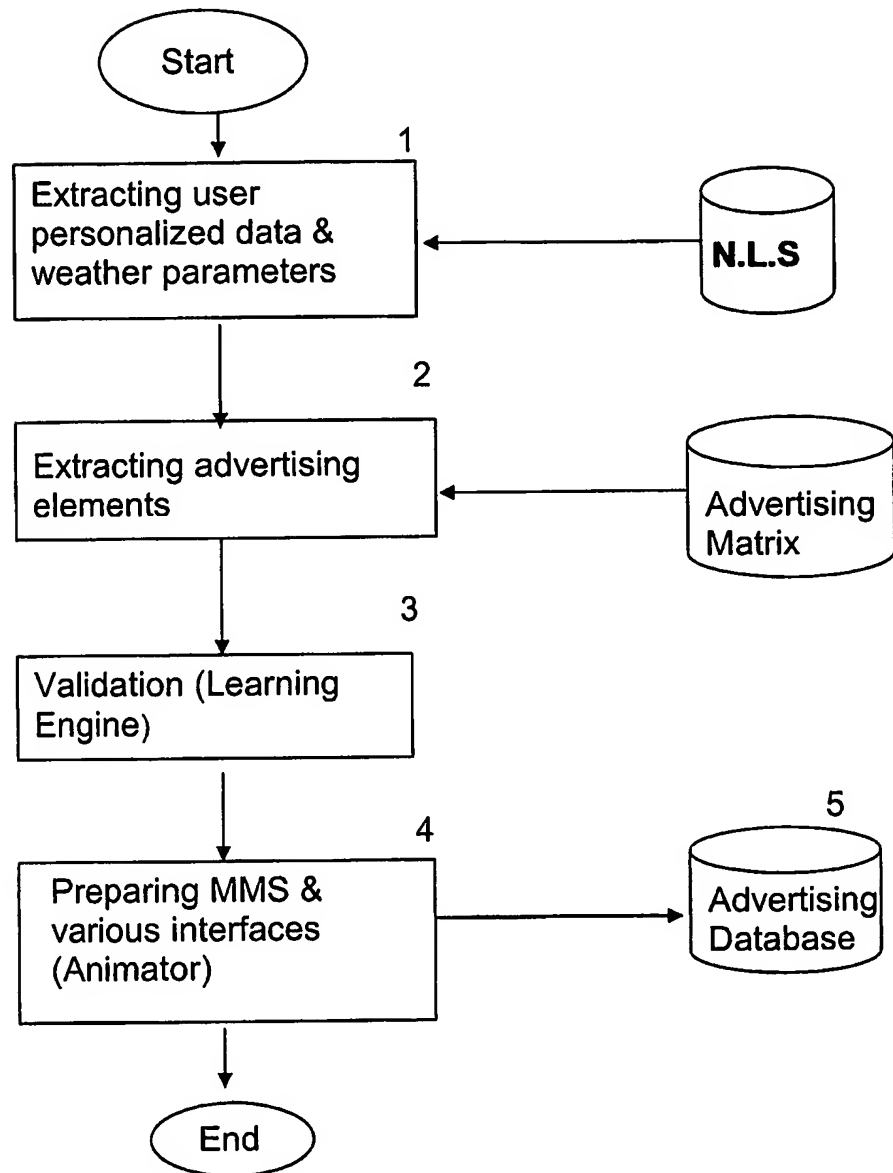


Fig 6 - Advertiser feedback

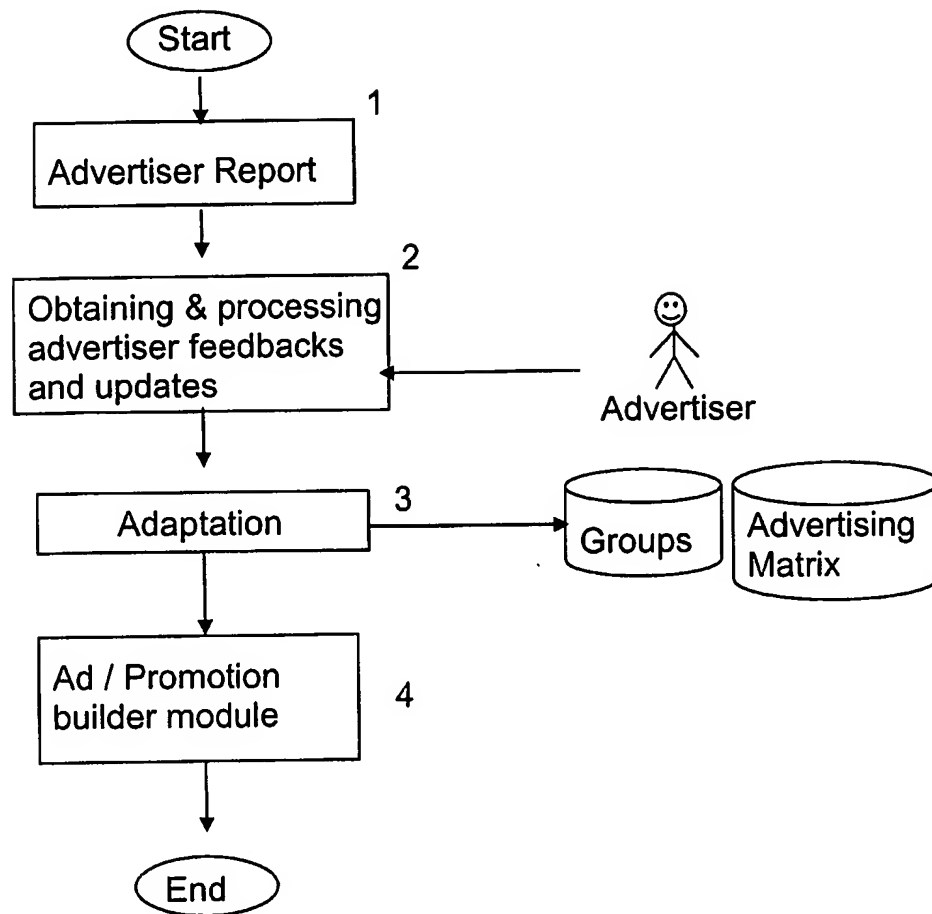
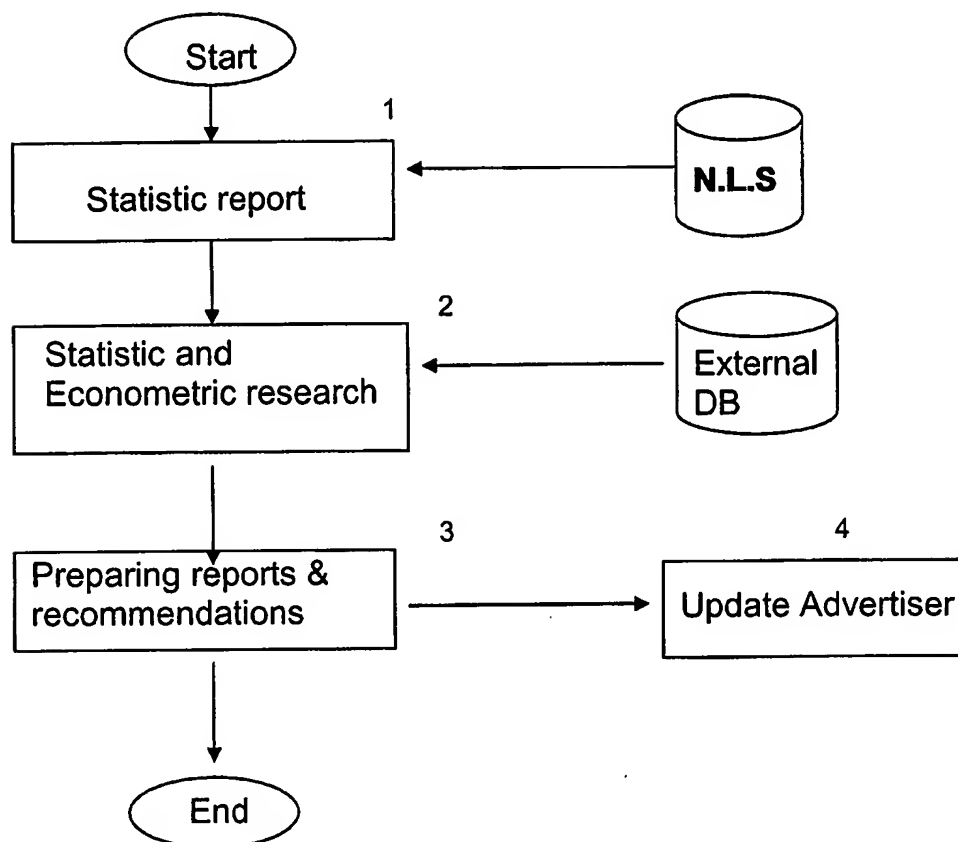


Fig 7 - Advertiser report



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Figure 8

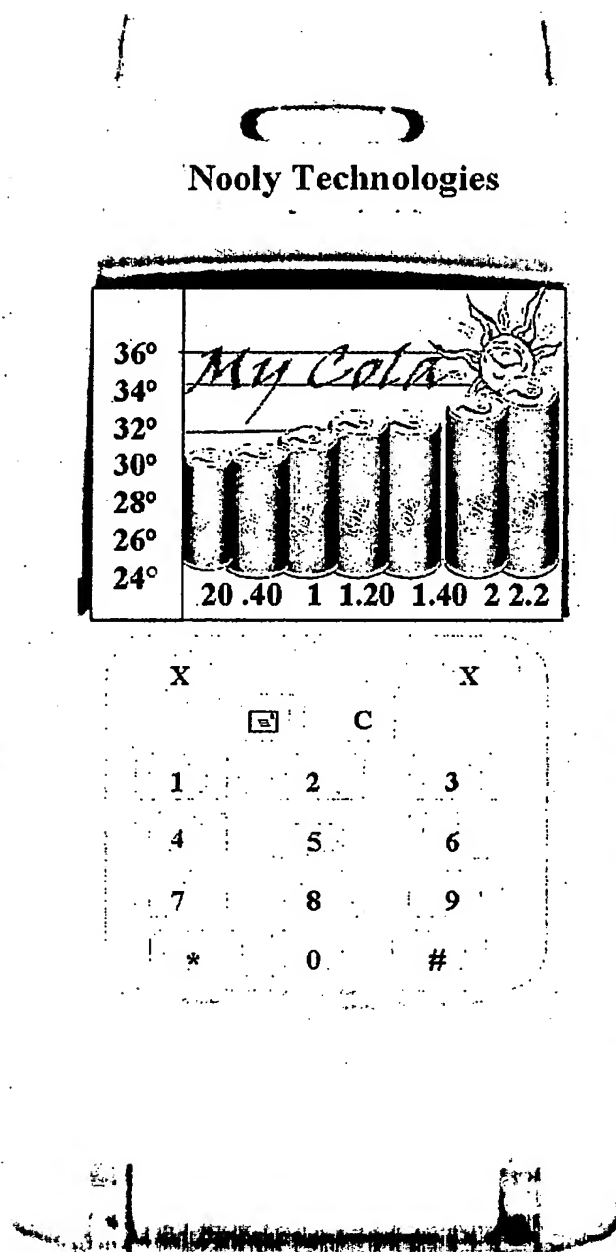


Figure 9

